

CLAIMS

We claim:

1. A method for providing an integrated, enterprise-wide customer relationship management architecture, comprising:

separating services provided by the customer relationship management architecture into tiers; and

separating hardware and software that host services provided by the customer relationship management architecture into layers.
2. The method of claim 1, further comprising maintaining systemic qualities.
3. The method of claim 2, wherein the systemic qualities are maintained in each of the tiers and in each of the layers.
4. The method of claim 1, wherein the tiers comprises at least one of the following: a client services tier, a presentation services tier, a business services tier, an integration services tier, and a resources services tier.
5. The method of claim 4, wherein the client services tier resides on a client device and manages display and local interaction processing.

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6. The method of claim 4, wherein the presentation services tier aggregates and personalizes content and services into channel-specific user interfaces.

7. The method of claim 4, wherein the business services tier executes business logic and manages transactions.

8. The method of claim 4, wherein the integration services tier abstracts and provides access to external resources.

9. The method of claim 4, wherein the resources services tier comprises at least one of the following: legacy systems, databases, external data feeds, and specialized hardware devices.

10. The method of claim 1, wherein the layers comprises at least one of the following: a hardware platform layer, a virtual platform layer, and an application layer.

11. The method of claim 10, wherein the hardware platform layer comprises standard computer hardware and an operating system for running the standard computer hardware.

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12. The method of claim 10, wherein the virtual platform layer comprises standard application program interfaces (APIs) and specifications interfacing the hardware platform layer with the application layer.

13. The method of claim 10, wherein the application layer comprises application programs.

14. The method of claim 1, wherein the systemic qualities comprises at least one of the following: agility, availability, scalability, reliability, and manageability.

15. The method of claim 14, wherein the agility systemic quality is characterized by its ability to functionally accept at least one of the following: development without the aid of a software vendor, to be updated without the aid of a software vendor, and to be customized without the aid of a software vendor.

16. The method of claim 14, wherein the availability systemic quality at least comprises to ability to support stateful sessions.

17. The method of claim 14, wherein the scalability systemic quality at least comprises the ability to support unpredictable surges in demand for network services.

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18. The method of claim 14, wherein the reliability systemic quality is characterized by its ability to functionally accept standard application program interfaces (APIs) that have been tested for reliability.

19. The method of claim 14, wherein the manageability systemic quality is characterized by its ability to functionally accept desirable hardware and software components and integrate them into the customer relationship management architecture.

20. An integrated, enterprise-wide customer relationship management architecture system, comprising:

tiers associated with services provided by the customer relationship management architecture;

layers associated with hardware and software that host services provided by the customer relationship management architecture;

systemic qualities which are maintained in each of the tiers and in each of the layers; and

wherein the tiers, layers, and systemic qualities have an orthogonal relationship.

21. The system of claim 20, wherein the orthogonal relationship comprises each of the systemic qualities being provided in at least one of the tiers, each of the tiers having different optimal choices of implementations in at least one

of the layers; and each of the layers enabling different strategies associated with at least one of the tiers.

22. The system of claim 20, wherein the tiers comprise at least one of the following: a client services tier, a presentation services tier, a business services tier, an integration services tier, and a resources services tier.

23. The system of claim 20, wherein the layers comprise at least one of the following: a hardware platform layer, a virtual platform layer, and an application layer.

24. The method of claim 20, wherein the systemic qualities comprise at least one of the following: agility, availability, scalability, reliability, and manageability.

25. A method for providing an integrated, enterprise-wide customer relationship management architecture, comprising:

separating services provided by the customer relationship management architecture into tiers;

separating hardware and software that host services provided by the customer relationship management architecture into layers;

maintaining systemic qualities in each of the tiers and in each of the layers;
and

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